



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

## Contract # 847479

**Schedule Dates** 08/15/12-08/21/12  
**Advertiser** Crossroads GPS (33741)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** CROSSROADS GPS (131182)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** RAMSEY, NOELLE  
**Phone/Fax** (202) 559-6424 /  
**CPE** 12/11/884  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** CSRDS GPS :30 8/15  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/09/12  
**Last Modified** 08/09/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06265673  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,532.50  
**Net Total** \$20,017.50  
**Sales Tax**

## Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Aug. 2012	33	\$23,550.00
<b>Grand Total:</b>	<b>33</b>	<b>\$23,550.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	11:35P- 12:02A (ET)						1				\$1,500.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NIGHTLINE	8/9/12
2.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	12P- 12:57P (ET)						1			1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	8/9/12
3.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	4:30A- 4:59A (ET)						1			1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/9/12
4.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	5A- 5:58A (ET)						1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/9/12
5.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	6P- 6:30P (ET)						1			1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/9/12
6.0	Normal Line / SPOT	08/17/12-08/17/12	4	:30	9A- 10A (ET)						1			1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/9/12

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7.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	11:35P- 12:02A (ET)		1							1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NIGHTLINE	8/9/12
8.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	10:58A- 12P (ET)		1							1	\$775.00	\$775.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	8/9/12
9.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	12P- 12:57P (ET)		1							1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	8/9/12
10.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	4:30A- 4:59A (ET)		1							1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/9/12
11.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	5A- 5:58A (ET)		1							1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/9/12
12.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	6P- 6:30P (ET)		1							1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/9/12
13.0	Normal Line / SPOT	08/20/12-08/20/12	4	:30	9A- 10A (ET)		1							1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/9/12

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14.0	Normal Line / SPOT	08/18/12-08/18/12	4	:30	8A- 9A (ET)							1		1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, GD MRN-SAT-ABC	8/9/12
15.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	11:35P- 12:02A (ET)					1				1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NIGHTLINE	8/9/12
16.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	10:58A- 12P (ET)					1				1	\$775.00	\$775.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	8/9/12
17.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	12P- 12:57P (ET)					1				1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	8/9/12
18.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	4:30A- 4:59A (ET)					1				1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/9/12
19.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	5A- 5:58A (ET)					1				1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/9/12

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20.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	6P- 6:30P (ET)					1				1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/9/12
21.0	Normal Line / SPOT	08/16/12-08/16/12	4	:30	9A- 10A (ET)					1				1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/9/12
22.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	11:35P- 12:02A (ET)			1						1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NIGHTLINE	8/9/12
23.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	10:58A- 12P (ET)			1						1	\$775.00	\$775.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	8/9/12
24.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	12P- 12:57P (ET)			1						1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	8/9/12
25.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	4:30A- 4:59A (ET)			1						1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/9/12
26.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	5A- 5:58A (ET)			1						1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	8/9/12

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27.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	6P- 6:30P (ET)			1						1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	8/9/12
28.0	Normal Line / SPOT	08/21/12-08/21/12	4	:30	9A- 10A (ET)			1						1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/9/12
29.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	11:35P- 12:02A (ET)				1					1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, NIGHTLINE	8/9/12
30.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	10:58A- 12P (ET)				1					1	\$775.00	\$775.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	8/9/12
31.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	12P- 12:57P (ET)				1					1	\$460.00	\$460.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS-12.00<	8/9/12
32.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	4:30A- 4:59A (ET)				1					1	\$150.00	\$150.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBREAK<	8/9/12

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34.0	Normal Line / SPOT	08/15/12-08/15/12	4	:30	9A- 10A (ET)				1					1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAY DETAILED PERIOD IS RATE, REGIS&KELLY<	8/9/12

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